

FRIDAY BULLETIN

NEWS FROM THE ALASKA DIVISION OF LIBRARIES, ARCHIVES & MUSEUMS

6/17/2011

This newsletter is available weekly and plain text articles from previous issues can be found at http://www.eed.state.ak.us/temp_lam_pages/library/fb/home.cfm.

Submissions for the Friday Bulletin should be sent to linda.thibodeau@alaska.gov and may be edited for length and content. Submitters will be credited unless they state otherwise.

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THANKS AGAIN FOR YOUR FRIDAY BULLETIN SURVEY INPUT

We would like to extend another thank you to the 77 people who participated in our survey to improve the *Friday Bulletin*. You gave us extensive comments that we have now had the opportunity to review. We are currently studying several options for change based on your comments. There were two areas that you commented on where we felt our flexibility was limited.

WHY WE USE PLAIN TEXT IN THE FRIDAY BULLETIN

A frequent comment we received in our Friday Bulletin survey was dissatisfaction with the font we use. We also had requests for more photographs.

The reason why the Friday Bulletin has been mostly plain vanilla in its e-mail format is that a number of our users can only receive plain text e-mails and an important list that the Friday Bulletin is sent to can only receive plain text e-mails with no attachments. The result is the “lowest common denominator” type e-mail that is sent out to all lists. There is not enough prep time to create separate versions of the Bulletin for different mailing lists. So we create the PDF copy with a Times New Roman font and the occasional photograph and copy and paste the text into a plain text e-mail for our “text only” recipients. It has been a compromise from the start.

If we go to a model where a Table of Contents or plain text version is sent out with a link to a hosted version, we might be able to dress up the Bulletin a little fancier.

WHY WE INCLUDE SOCIAL MEDIA LINKS IN THE FRIDAY BULLETIN

Another cluster of comments we received on the Friday Bulletin survey concerned dissatisfaction with our linking to the social media accounts (Facebook, Twitter, YouTube, etc) of libraries, archives, museums and state and federal government. These sites are blocked in some places around the state.

We include links to social media sites of libraries, archives and museums because they are increasingly used by these institutions to tell their stories and alert interested parties to upcoming events. The use of Facebook and other social media by libraries today is somewhat analogous to their use of computerized catalogs in the 1970s. Not many libraries used computerized catalogs back in the 1970s and they certainly weren't accessible to everyone. But it still made sense to cover such usage in the 1970s and for similar reasons we need to cover the usage of social media by Alaskan cultural institutions today.

We are sympathetic to the frustrations of filtering denials and offer these two suggestions for accessing social media sites covered by the Friday Bulletin:

- 1) Access these sites from your home computer if they seem interesting to you. Feel free to forward this newsletter to your home e-mail account.
- 2) If you have a smart phone, most of these social media sites are acceptably viewable on such devices.

ALASKA STATE ARCHIVES RECEIVES GRANT FOR EXXON VALDEZ RECORDS

On 6/8/2011, The National Historical Publications and Records Commission announced that the Alaska State Archives will receive \$109,267 for a "two-year project by the Alaska State Archives to process records related to the Exxon Valdez oil spill and subsequent litigation. Staff will appraise 3,300 boxes of records and process 400-600 boxes determined to have permanent historical value." State Archivist Dean Dawson states the project will begin in October 2011.

See press release at <http://www.archives.gov/press/press-releases/2011/nr11-139.html> for other awardees.

KETCHIKAN PUBLIC LIBRARY SEEKS NEW DIRECTOR

The City of Ketchikan is seeking a new director for the Ketchikan Public Library and has posted an entire website at <http://www.city.ketchikan.ak.us/LibraryDirector/index.html> to recruit for the position. From the website:

"You are invited to apply for the position of Library Director of the Ketchikan Public Library, an outstanding public institution, and to live in a Top 100 Small Arts Community, located on the gorgeous Inside Passage of Southeast Alaska.

The Ketchikan Public Library is poised on the edge of a new building project, and the person hired for this position will have an exciting opportunity to help plan and execute the New Library project.

EOE/AA, Position is open until filled The Salary Range for this position is \$55,748-\$71,805 DOQ plus benefits."

Job specifics and information about Ketchikan and the new library building are available at the website.

JUNEAU PUBLIC LIBRARIES PUBLISHES SOCIAL MEDIA POLICY

The Juneau Public Libraries (JPL) has issued an “Official Social Media Policy” linked from their brand new social media page at <http://www.juneau.org/library/social.php>. Here is the statement of purpose from the new policy:

“The Juneau Public Libraries (JPL) endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between JPL staff, library users and the general public. Social media use by libraries can provide streamlined, cost-effective marketing and outreach, as well as foster a sense of community between the library and its users.

This policy establishes the library’s position on the usefulness and selection of social media models and provides guidelines for management and compliance with other CBJ and library policies. The library recognizes that technology advancements are continuous and that new tools will emerge which have useful application in the library setting; thus, this policy addresses social media in general, and not specific programs, websites, or technology platforms.”

While written for libraries, it seems that archives and museums wishing to explore the use of social media may find this policy helpful.

JPL’s current social media participation includes Facebook, GoodReads, Twitter, Wordpress and YouTube.

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